

# The Next NORMAL

ایدیاءورکس  
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Agility. Delivered

01

**Services**

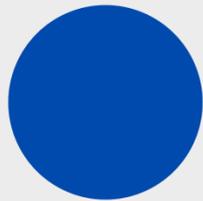
02

**Transformation Process**

03

**Impact**

# Service Verticals



## Cloud services

SaaS packages from established vendors. Robust, Scalable, Deployed Fast.



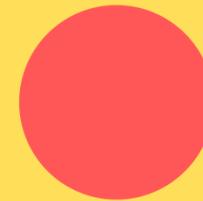
## Tech advisory

Upgrade your business with disruptive technologies using our design & development capabilities.



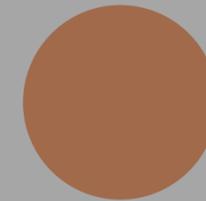
## eCommerce

More people are buying things online than ever before. We help you navigate this complex journey and find a solution that's just right for your business.



## Design

We ensure real business impact by using behavioural insights & user research to create digital products, services and experiences that delight customers.



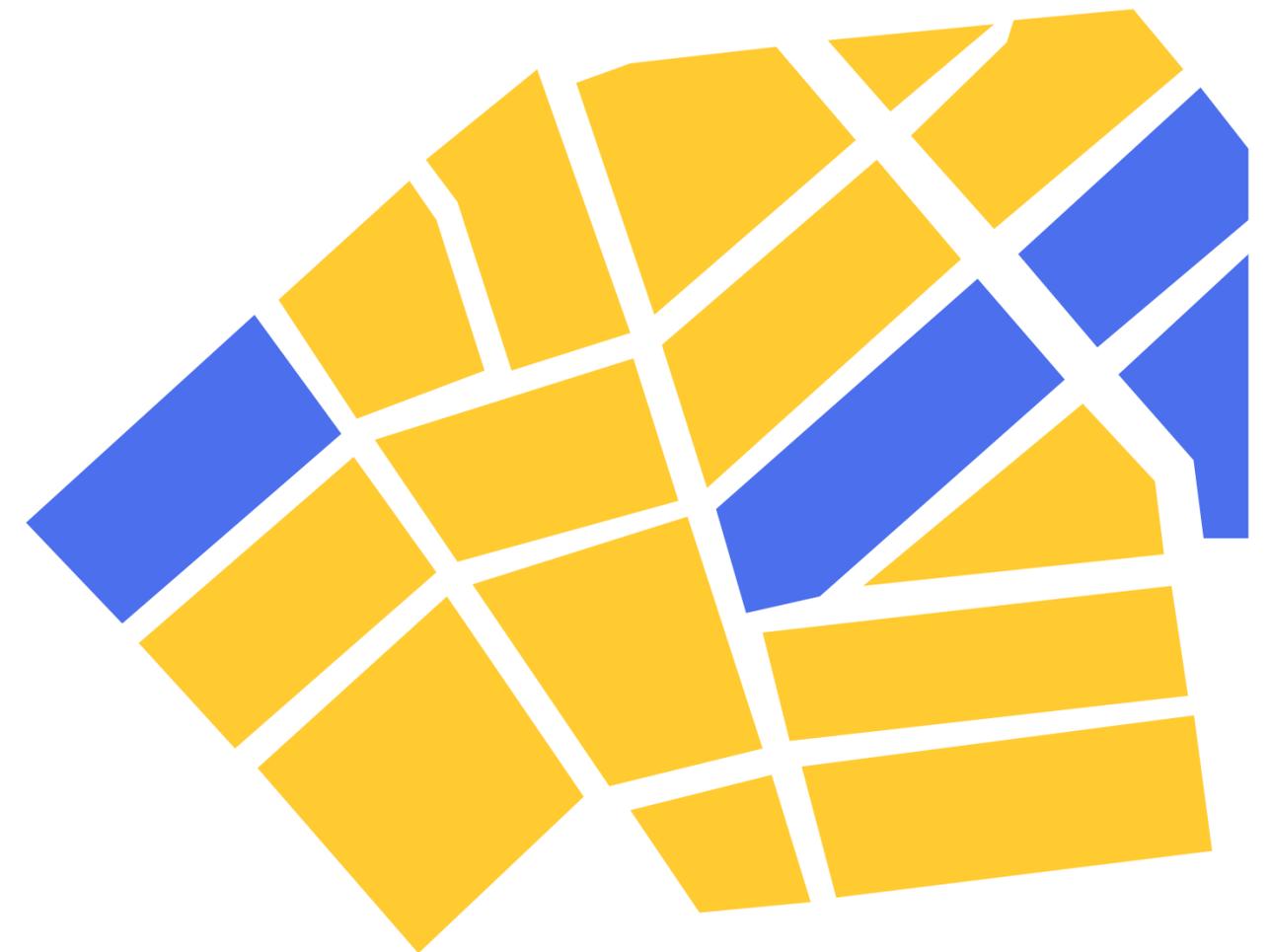
## Managed IT

Enabling agile and secure Infrastructure for digital transformation

# The recovery will be digital

The benefits of cloud for companies are undisputed: cost savings, risk mitigation, flexibility, and speed.

**Power your business and customer experiences by optimizing the marketing, content, and commerce technology and operations – scaled to perform.**



In a post-COVID world, technology is enabling people—but disrupting business

# Cloud Services

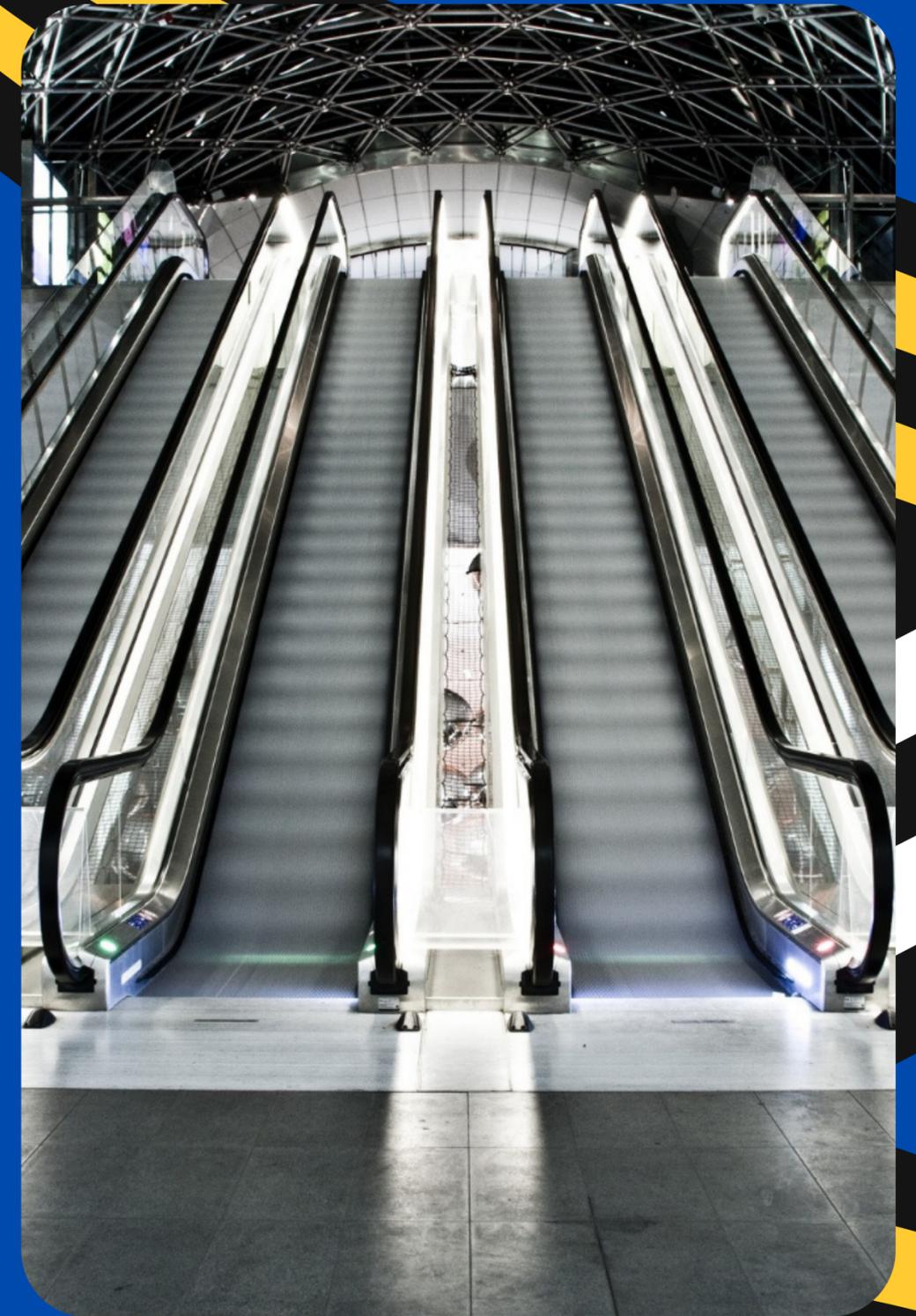
In the digital era, improving time to market, anticipating and swiftly reacting to market changes is a necessity; how can your company deliver superior stakeholder experience as a core business priorities?

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We help organizations embark on cloud-based modernization initiatives to improve operational agility, accelerate innovation and differentiate customer experience. A successful cloud transformation is measured by its ability to facilitate faster change and evolve along with business needs.

## **offerings**

Hosted ERP | Salesforce | CRM | Enterprise SaaS Applications |  
Custom B2B/B2C Mobile applications



# Tech Advisory

The volume and pace of technology and device innovation is already unprecedented—let alone what tomorrow will bring. How can your company keep pace with the multitude of new platforms?

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By transforming the business and operating models toward customer-centricity and agility while infusing innovation and analytics into the core culture.

## **offerings**

CIO/CTO advisory | Strategy & Architecture | Emerging tech | Big data & analytics | Artificial Intelligence | Security and risk services



# eCommerce

How can your company develop a customer-relevant digital business when change is the only constant and best practices are being redefined at warp speed?

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Creating something that resonates in today's world requires equal parts elegance and functionality. We aim to deliver pixel-perfect solutions that leave users saying wow.

## **offerings**

WooCommerce | Shopify | Magento | Wix | Payment APIs | POS solutions



# Design Services

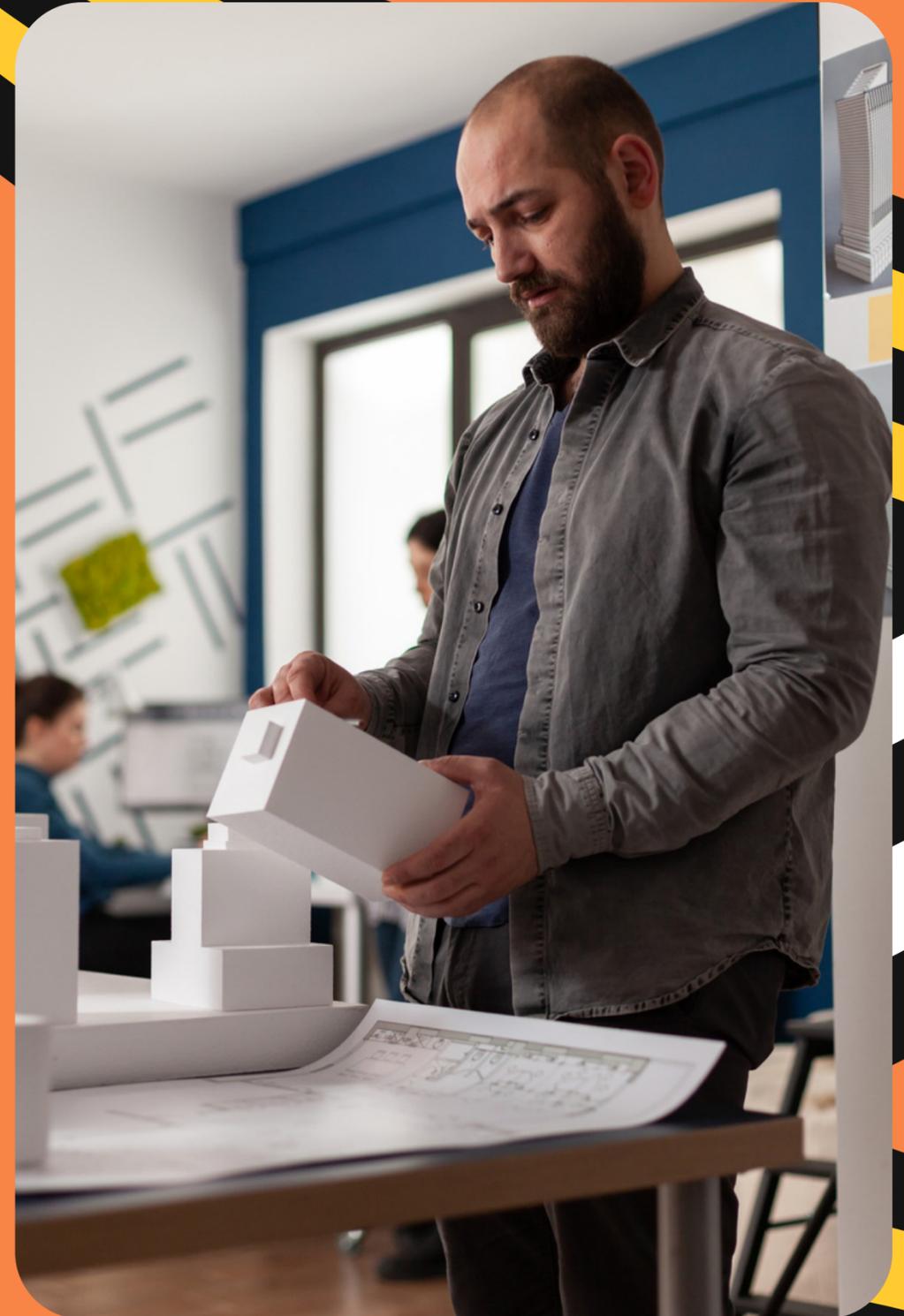
How would you define customer experience? Speed? Convenience? Personalisation? Efficiency? Consistency? If you said all of the above, you're headed the right way... but is that all?

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Design thinking helps us find the right problems to solve and to design and deliver products / services / experiences that are not only memorable but also meaningful at the same time

## **offerings**

Industrial Design | Product Design | User Interface | User Experience  
| New Media | Branding



# Managed IT

Few enterprises are cash rich and in managed IT services. How does your company ensure what you pay for, mirrors actual business performance and usage with real precision?

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Employee expectations of how technology can serve them have changed radically – and the way we design and deliver managed IT services must change too. Our Managed Services resources provides a full range of services for infrastructure, applications and ongoing user support.

## **offerings**

Infrastructure | Support | Workplace-as-a-Service | Hardware & network provisioning | Orchestration | Automation | Monitoring | Identity and access management





With the rise of digital marketplaces, fast-moving changes in the retail model have caught up with all business categories – they must transform. And fast.

**IDEAWORKS** is your trusted partner



# Delivery Process

01

## Migrate and scale up.

Transfer your workloads to cloud rapidly, securely, and confidently by selecting the right infrastructure for your needs

02

## Low-hanging fruits.

Choose projects that can deliver the biggest impact to the most users in the shortest time.

03

## Using hyperscalers.

Put the innovation and investments being made by the big cloud providers to work for your organization.

04

## Innovate and grow.

Use cloud as a transformation lever; create a sandbox for innovation and new operating models.

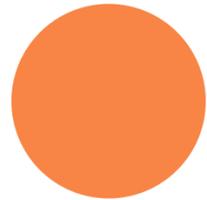
05

## Manage and optimize.

Adopt new ways of working that help push your operations to ever higher levels of performance

# Prepare for a digital future

Nothing is static in a digital marketplace, and the positioning of your products cannot be either.



## **Every business is a digital business.**

Farsighted organizations understand this and invest in digital tools, capabilities and the skills they need to more easily identify, evaluate, analyze, derive insights from, share, manage, and, most importantly, act on useful data.



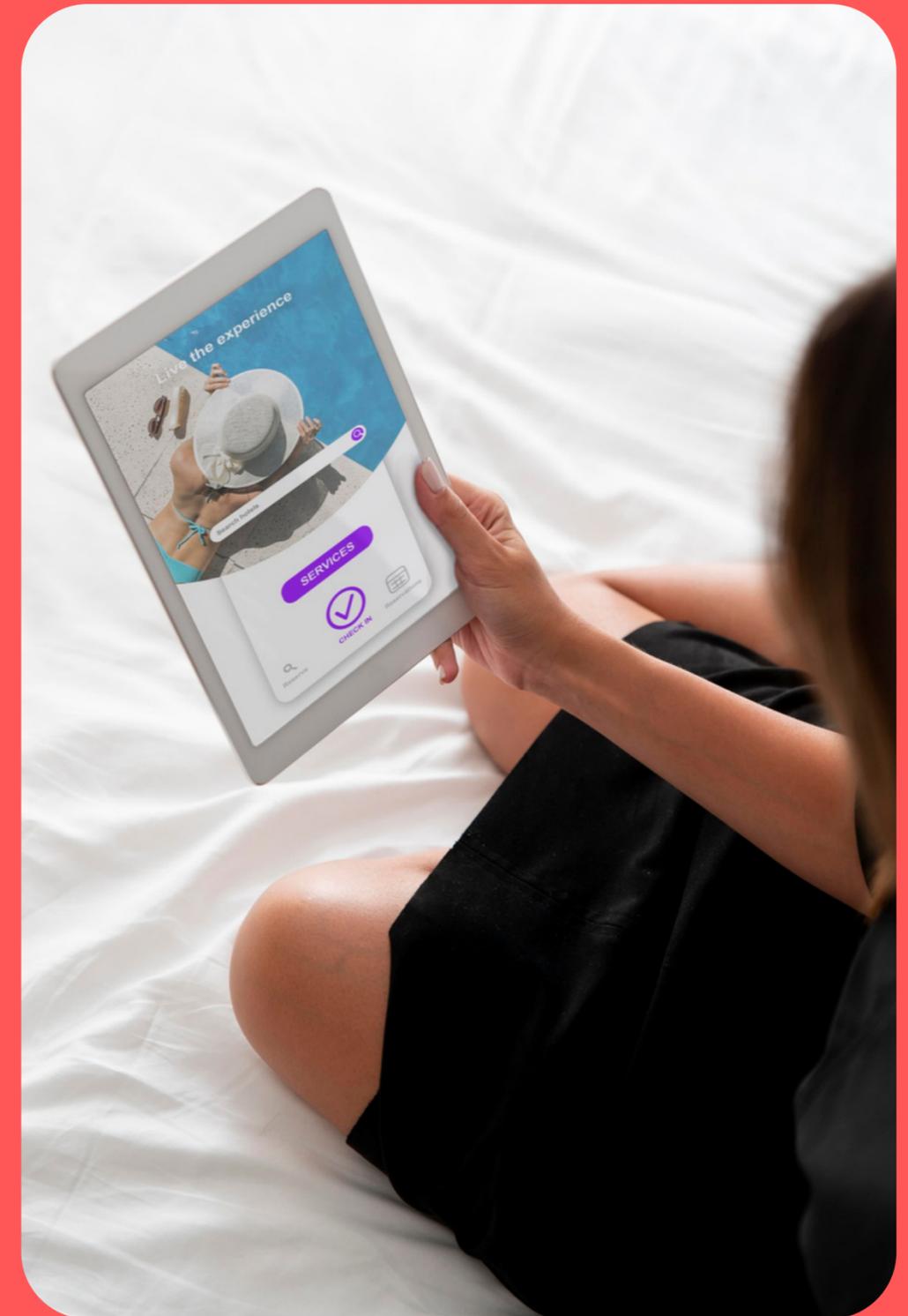
## **Customers and stakeholders first.**

Our solutions open avenues for multiple communication streams that make it easier to meet the needs of key customers and partners; while improving their experience of their interactions with your brand.

# THE NEW REALITY

What do customers care about more than the purchase of your products? The experience.

Today's customer has become much more comfortable and proficient with digital technologies. Most now prefer to interact with each other and with the companies they do business with via digital channels, and they expect the same level—if not greater—of personal touch when they have a problem.



# Working for Impact

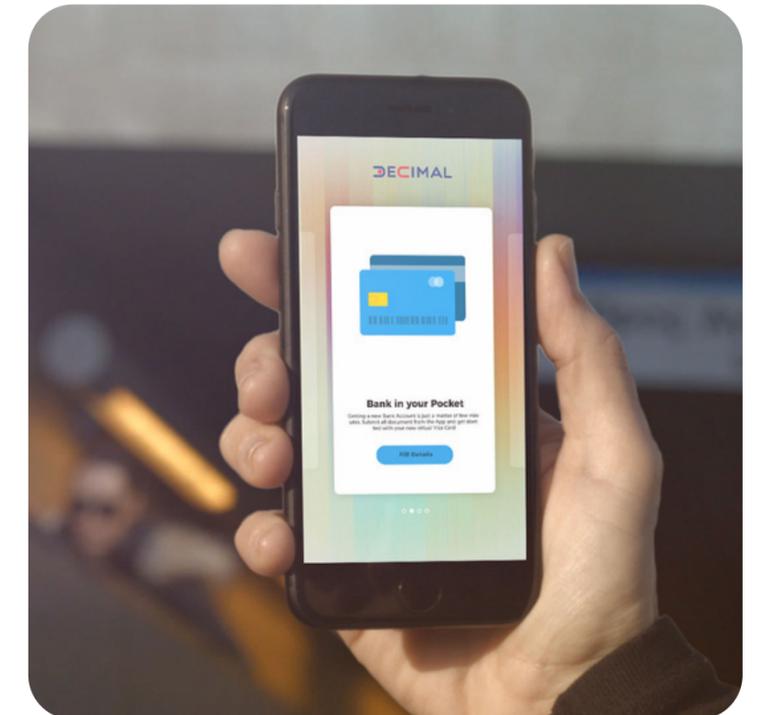
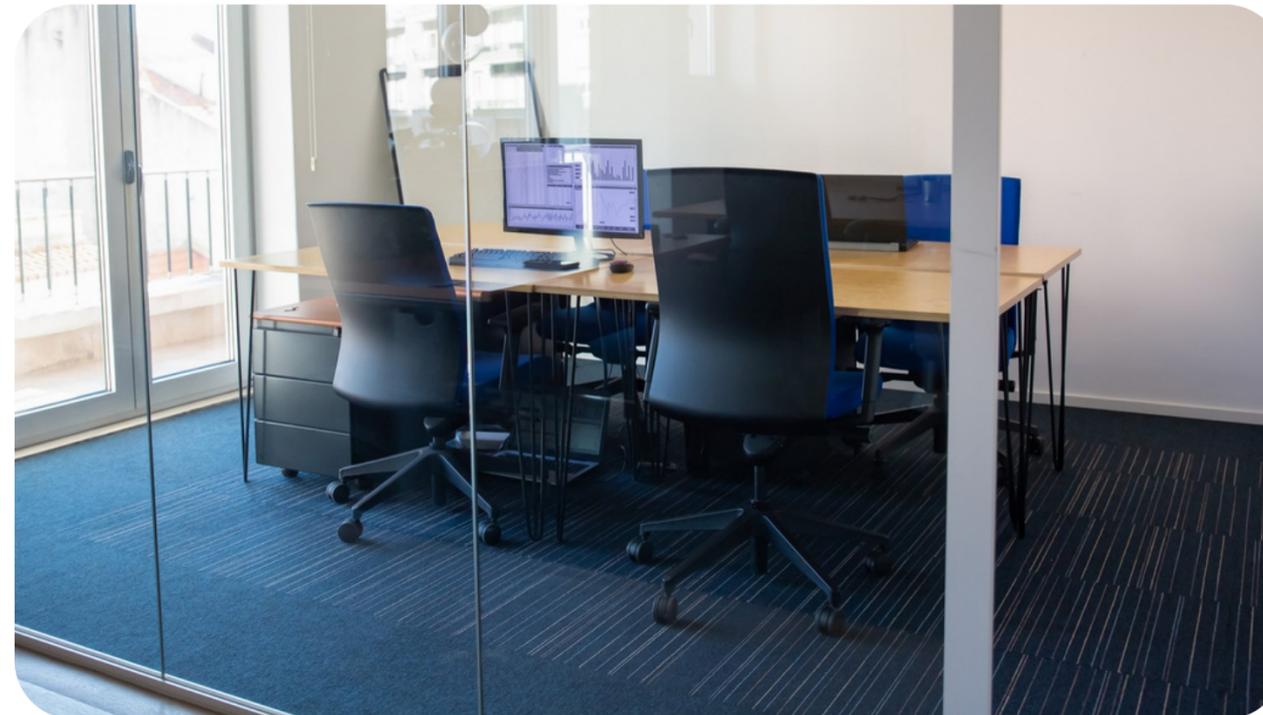
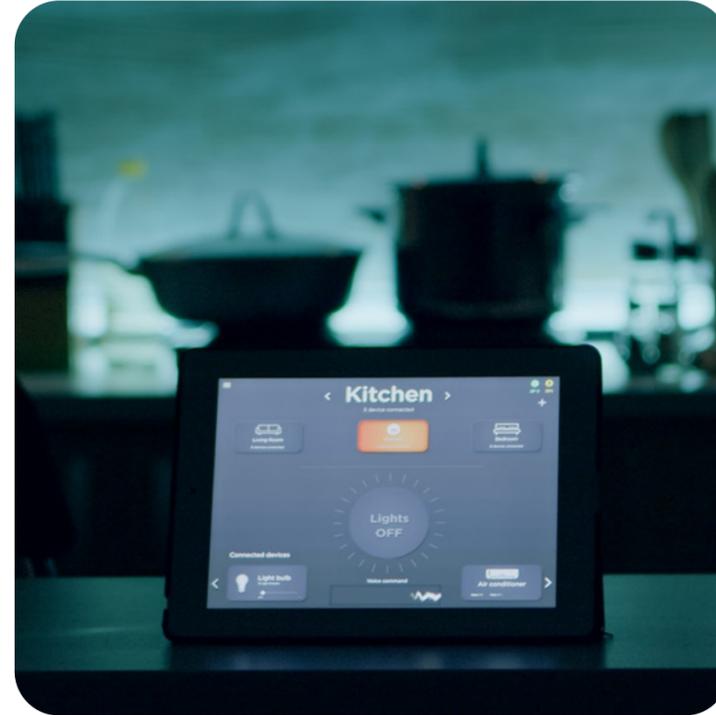
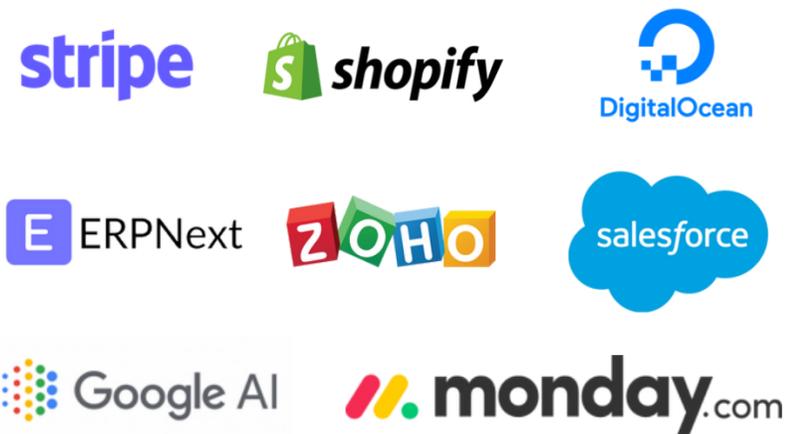
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Trusted partner in your  
digitization journey

An abstract graphic at the bottom of the page consists of several thick, curved stripes. The stripes are colored in orange, black, and white, and they curve upwards from the bottom left towards the right side of the image, creating a sense of movement and depth.

# People want technology that is more human.

With our partners, we help our clients reimagine their business for the digital age. Leading the digital transformation, and integrating digital services to deliver business impact and outcomes



# Key Takeaways

- Implement easily scalable SaaS solutions built on all major platforms
- Incorporate SaaS within the overall architecture of your business
- Accelerate ROI by iteratively improving your capabilities and adapt to changes in the market
- Lower total cost of ownership, as well as IT redundancies and operating costs
- Capitalize on the latest technology to deliver remarkable customer service

**Responding to disruptive challenges requires a shift in thinking; put technology at the core of your business, seeing it as a platform to profitable growth**

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# Run your business better.

— **Data is the currency of success in the digital marketplace.**

So if you're still talking about digital as something separate from your business rather than talking about solving business problems with the latest technologies, it's time to change the conversation.

Welcome to your digital future.

# Let's talk!

+973 6638 1294  
rajeev@ideaworks.me

ايدياوركس  
ideaworks



[www.ideaworks.me](http://www.ideaworks.me)